

## ABSTRACT OF THE DISCLOSURE

A method is implemented in a cellular phone having a display, a CPU, a photosensitive element (e.g., photoresistor) on a surface, and a control circuit coupled to the photosensitive element. The method comprises the steps of

5 switching the cellular phone to an automatic background brightness control mode; measuring a voltage between two terminals of the photosensitive element by the CPU; and adjusting a background brightness of the display with respect to the measured voltage. Accordingly, CPU may lower the background brightness of the display as the voltage decreases, while increasing the background

10 brightness of the display as the voltage increases. This can reduce power consumption of cellular phone display in a strong light environment.